

THE EFFECT OF ELECTRONIC WORD OF MOUTH ON #RACUNSHOPEE ON TIKTOK ON IMPULSIVE PURCHASES OF FASHION PRODUCTS BY TEENS IN KELAPA GADING BARAT

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Abstract

The COVID-19 pandemic is one of the causes of the use of the internet and social media. With the increase in the use of the internet and social media, Shopee uses social media in its marketing, one of which is TikTok. In its marketing on TikTok, Shopee often makes videos containing recommendations for goods or products sold on Shopee and in each video the content uses the RacunShopee hashtag. This hashtag is about people who provide reviews, recommendations, and information on a product sold on Shopee that has been purchased and used by them, so that other users are likely to feel attracted to the product and make an impulse purchase. One of the most popular products among young people is fashion products.

Keywords:

Keywords: Stimulus Response, Electronic Word Of Mouth, Impulsive Purchase

INTRODUCTION

The development of technology and information which is currently growing rapidly, especially with the existence of the internet. The existence of the internet provides convenience in various activities in human survival. In Indonesia itself, the internet continues to experience significant development and growth. The COVID-19 pandemic is one of the reasons for the increased use of the internet and social media. The pandemic occurred due to the emergence of a virus called the corona virus or more commonly referred to as the COVID-19 virus. The Indonesian government urges the public to reduce activities outside the home and avoid physical contact with other people to reduce the spread of the COVID-19 virus. Therefore, many people prefer to stay at home.

They have also switched to doing various activities virtually or online, one of which is shopping activities which are now mostly done online. including using social media. In today's digital era, there is a lot of competition between e-commerce companies vying to win consumers. Therefore, marketing is very important. One of the e-commerce that carries out marketing activities to attract consumers is Shopee.

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Shopee is one of the most widely used e-commerce platforms in Indonesia during the COVID-19 pandemic. For this popularity, it certainly cannot be separated from the marketing activities carried out by Shopee. Seeing an increase in the use of the internet and social media, Shopee uses social media in its marketing. At first, social media only functioned as entertainment, but now with the development of the internet, social media can be used as a means of marketing. Shopee itself is known to be very active on social media and in marketing, one of the social media that Shopee uses is TikTok.

In its marketing on TikTok, Shopee often makes videos containing recommendations for goods or products sold on Shopee and in each video the content uses the hashtag RacunShopee. This hashtag is about people who share their experiences of a product sold on Shopee e-commerce that has been purchased and used by them, so that other users are likely to feel interested in the product. The activity of sharing experiences and conducting product reviews is one form of marketing communication which is usually called word of mouth or WOM. WOM is a way to communicate a product or service which is usually done face-to-face and the reach of the audience is narrow. However, now word of mouth communication has undergone a shift so that it can also be done in cyberspace with a wider scope and this is called e-WOM (Electronic Word of Mouth). Yulianton, Sutanto, Handiono (2017:12) defines e-WOM as any positive or negative statement made by consumers about a product or company that is available to many people and institutions via the internet. E-WOM can be done in various forms, such as opinions, online ratings, feedback, reviews, comments, and sharing experiences on the internet using online communication platforms, such as websites, blogs, discussion forums, and social networks.

According to Effendy, Faruqi, Mustika, and Salim (2020:24), e-WOM communication plays an important role in shaping and influencing the attitudes of internet users. E-WOM which includes product ratings and good reviews can influence the purchasing decisions of potential consumers without thinking. The more engagement or interaction that results from a content, such as the number of likes, comments, and shares, the greater the possibility of the content being watched and commented on by many people, resulting in e-WOM.

Indonesian people tend to have consumptive habits and are easily influenced by various things. In fact, as we know, the Indonesian people really like trending or viral things that happen on social media. Word of Mouth has a strong impact on the surrounding community because basically WOM is an exchange of information that occurs directly face to face while eWOM is an exchange of information that occurs online.

Millennials and Generation Z who have been exposed to digitalization will more easily receive information through e-WOM which is usually often found on social media. Therefore, the existence of e-WOM can cause young people to make purchases without planning or buying impulses. Impulse buying is based on relatively quick decision making, and an immediate sense of belonging. According to Setiyowati and Kustijana (2017: 6), impulse buying is the tendency of consumers to make purchases spontaneously, not reflected, in a hurry and influenced by persuasion from marketers.

Those who are influenced by recommendations, reviews, or positive statements from other consumers can unknowingly make purchases spontaneously without rational consideration. Moreover, by offering very cheap prices, customers do not feel burdened by the number of products they put in their basket which will eventually be purchased.

In fact, in the midst of the economy and a pandemic situation like this, people are expected to be able to have good financial management and are more concerned with meeting their needs, not their desires. Therefore, this study will examine how the influence of electronic word of mouth on #RacunShopee on TikTok on the impulse buying of fashion products among teenagers in Kelapa Gading Barat.



LITERATURE REVIEW

Stimulus and Response (S-R) Theory

This model shows communication as a very simple action-reaction process. The nature of the relationship of this theory explains that the stimulus variable has an influence on the response variable, then the response variable reacts to the stimulus. S-R theory has a causal relationship where if the consumer is given a stimulus, then there is a response generated from the consumer. Thorndike said that communication is a simple process of action and reaction. This theory explains that spoken language (verbal), nonverbal, images, and certain actions will influence others to respond in certain ways. S-R theory exerts an influence on the recipient because of communication. If the stimulus is unacceptable, it means that the stimulus is not effective in influencing the individual.

Marketing Communication

According to Firmansyah (2020: 2), marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold by the company. Marketing communication can also be expressed as a communication activity that aims to convey messages to consumers using various media, with the hope that communication can produce three stages of change, namely changes in knowledge, attitudes and desired actions. To achieve this marketing goal, of course, we need strategies that are carried out. According to Sariwaty, Fitriawati, and Retnasary (2021:98), the basic function of marketing communication itself is about how through a communication it can influence the target audience to make purchases of goods and services.

Word Of Mouth (WOM)

Ismagilova (2017:6) states that WOM is an exchange of comments, thoughts, and ideas among two or more individuals in which none of the individuals represent a marketing source. Research on word of mouth has proven that private conversations and exchange of information between individuals can influence consumer behavior.

WOM is also much more effective than traditional communication in the mass media. The increasing use of the internet and the spread of social media have caused more and more consumers to use social media to search for products and companies. Thus causing the emergence of e-WOM. There are two WOM models, namely organic word of mouth and amplified word of mouth. Organic Word of Mouth is a naturally occurring WOM, people who are happy and satisfied with a product will naturally share their enthusiasm for the product.

Amplified Word of Mouth is WOM that occurs because it was created by the company. One example of Amplified WOM is when a company conducts a campaign designed to encourage or accelerate the delivery of word of mouth to consumers. The company tries to inform the public about its products so that people will know and then buy the company's products.

Electronic Word Of Mouth (E-WOM)

Recommendations from other consumers, reviews, opinions or positive statements about a product that are shared on the internet are included in the form of e-WOM, as Ismagilova (2017:17) said that e-WOM is any positive or negative statement made by potential, actual, or former customers about a product or company which is made available to a multitude of the people and institutes via the Internet.

E-WOM online can be published in the form of opinions, reviews or consumer reviews about a product or service that can be uploaded through social media, blogs, review websites, and discussion forums. Consumers are given the freedom to submit information or reviews of a product based on the experience and knowledge they get after making a purchase.

According to Prameswari and Hastjarjo (2020:6), in measuring the effect of Electronic Word of Mouth (e-WOM) using the following dimensions:

1. Intensity

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Intensity in Electronic Word of Mouth (e-WOM) is the number of opinions or opinions written by consumers on a social networking site, namely the frequency of uploading information about products or services, the frequency of the appearance of discussions or reviews about products or services on an online media account, and the frequency of interaction between consumers in discussing products or services.

Opinion Valence

Opinion valence is the opinion of consumers either positive or negative about products, services and brands. Opinion valence has two characteristics, namely negative and positive.

Opinion valence includes:

1. Positive comments from users of social networking sites, positive comments posted by a reviewer usually arise because of the satisfaction of an online store, its products, services and services.

2. Negative comments from users of social networking sites, negative comments posted by a reviewer usually arise because of dissatisfaction with an online store, its products, services and services.

Content

Content is the content of information on social networking sites related to a product or service. In the content there is information about the variety of products sold, product quality and prices offered.

Impulsive Buying

According to Firmansyah (2018:15), basically, consumer behavior is generally divided into two, namely rational and irrational consumer behavior. Consumptive behavior is included in consumer behavior that is irrational. Impulse purchases are purchases made by consumers where consumers have no plans to purchase an item or service and are made in a short time. Rachmad (2022:21) defines impulsive behavior as behavior that involves a spontaneous and unreflective desire to buy, without considering why and for what reasons people should have the product.

1. Unintended or Unwanted

Unintended or unwanted is a situation where consumers make a purchase of goods that are not on the shopping list or make purchases of unwanted and unsought goods.

2. Unreflective

Unreflective is a purchase made by consumers when consumers do not think long term about the benefits of the product. This purchase is made by consumers on the results of a brief evaluation of the product in mind.

3. Spontaneous

Spontaneous is a condition where consumers make purchases suddenly or suddenly. Spontaneous purchases are made in the very short period of time between viewing the product and buying the product.

TikTok

TikTok is a social media that allows users to upload videos with a duration of 15-60 seconds, usually the videos have music or dialogue. Starting as an application for sharing videos, now TikTok can also be used to promote a product or service. Before uploading the video, the user can edit the video using the available features, such as filters, stickers, and cropping the video. TikTok is one of the most widely used social media today. Many companies and individuals use social media to promote their products or services. The important thing to note is to create content that is interesting, fun, and makes other users watch the content to the end and give reactions in the form of likes or comments.

RESEARCH METHODS

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In this study, the object of this research is #RacunShopee on TikTok. In this community, BTS fans, also known as Army, can share news and other things related to BTS. When the researcher determined the Army World Community as the object of research, on February 25, 2022, the members of the Army World Community numbered around 180 people. So it can be said that the population of the Army World Community is 180 people.

The research method used is a quantitative research method that is descriptive research. According to Sugiyono (2017: 147), descriptive research is research conducted by describing or describing as it is and there is no intention to make conclusions that apply in general or generalizations. This study uses data collection techniques with survey methods. The survey method was conducted by distributing questionnaires to 100 respondents who were teenagers in Kelapa Gading Barat. The measurement scale used in this study is the interval scale. This scale is suitable for use in almost all statistical tests, except those based on ratios such as the coefficient of variation.

In quantitative research, there are various variables. According to Sugiyono (2018: 57), the research variable is a value of an object, where an object has a certain variation, which will then be determined by a researcher to be studied and finally draw conclusions. This study uses the independent variable (variable X) and the dependent variable (variable Y). An independent variable is a variable that causes other variables or has an impact on other variables, while the dependent variable is a variable that is influenced by other variables. In this study, researchers used electronic word of mouth as the independent variable and impulse buying as the dependent variable.

The method of data collection in this study uses data collection techniques with survey methods. The survey method was conducted by distributing questionnaires to 100 respondents who were teenagers in Kelapa Gading Barat. The sampling technique used is purposive sampling by determining the criteria, namely 18-21 years old, living in Kelapa Gading Barat, TikTok users, and knowing #RacunShopee. In this case, the researcher used Google forms in making questionnaires to be distributed to respondents.

The researcher used a non-probability technique with purposive sampling (purposive sampling) as a sampling technique. According to Sugiyono (2018: 133), in the non-probability technique, each member of the population does not have the same opportunity to be selected as a sample. In the purposive sampling technique, the sample is determined by certain criteria that have been set by the researcher. In this study, the calculation of data analysis used the SPSS 26 program. The data analysis techniques used to analyze the data were as follows:

1. Validity Test

According to Kournikova (2022:41), the validity test is a test tool for the questionnaire to measure the accuracy of a questionnaire. The testing technique used to test the validity is Bivariate Pearson correlation (Pearson's product moment). If the coefficient (r) obtained is greater than the table coefficient r product moment then the statement is valid.

2. Reliability Test

Kournikova (2019:41) said this test was needed to determine the respondent's level of confidence when answering statements on the questionnaire. In this study, the reliability test used the Cronbach's alpha method. Reliability according to Herlina is divided into 3 categories: Cronbach's alpha < 0.6 = poor reliability, cronbach's alpha 0.6 – 0.79 = accepted reliability, cronbach's alpha > 0.8 = good reliability.

3. Classic Assumption Test

a. Normality Test

The normality test according to Ghozali (2018: 111) is part of the classical assumption test which is carried out to test whether the independent and dependent variables in the regression model are normally distributed or not. In this case, a good regression model is data that is normally distributed. This normality test uses the Kolmogorov-Smirnov test. If the significance value is > 0.05, then the residual value is normally distributed. On the

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other hand, if the significance value is < 0.05 , then the residual value is not normally distributed.

b. Multicollinearity Test

According to Ghozali (2018: 105), the multicollinearity test is part of the classical assumption test which is used to determine whether there is a correlation between independent variables. In this case, to determine whether or not multicollinearity occurs, it can be seen from the Tolerance and VIF (Variance Inflation Factor) values. If the Tolerance value > 0.10 and the VIF value < 10 , then there is no multicollinearity. On the other hand, if the Tolerance value < 0.10 and the VIF value > 10 , then multicollinearity occurs.

c. Heteroscedasticity Test

According to Ghozali (2018: 135), the heteroscedasticity test is part of the classical assumption test which aims to find out whether in the regression model there is an inequality of variance from the residuals of one observation to another observation. If the variance from the residual of an observation to another observation remains, it is called homoscedasticity. A good regression model is a data that does not occur heteroscedasticity. In this case, the researcher used the glejser test. Ghozali (2017:6) says that the glejser test is a test that is carried out by regressing the absolute value of the residual on the independent variable with a regression equation where if the significance value between the independent variable and the absolute residual value is > 0.05 , then there is no heteroscedasticity. On the other hand, if the significance value is < 0.05 , then heteroscedasticity occurs.

4. Multiple Linear Analysis Test

According to Sugiyono (2017: 275) multiple linear regression analysis is used by researchers, if the researcher predicts how the ups and downs of the dependent variable state, if two or more independent variables are factors that predict the increase or decrease in the value. Multiple regression analysis will be carried out if the number of independent variables is at least two.

5. Hypothesis Test

a. F Statistic Test

The F test serves to determine whether or not the regression model used is feasible, where the regression model is feasible to use is a regression model that can explain the influence of the independent variable on the dependent variable. This F test can be seen from the ANOVA table. The regression model is declared feasible if the significance value is < 0.05 and F count $> F$ table. On the other hand, the regression model is not feasible if the significance value is > 0.05 and F count $< F$ table.

b. Test Statistics t

According to Ghozali (2018:152), the t-test serves to determine whether or not there is an effect of each independent variable on the dependent variable. If the significant value is < 0.05 and t count $> t$ table, then there is an influence of the independent variable individually on the dependent variable. On the other hand, if the significant value is > 0.05 and t count $< t$ table, then there is no effect of the independent variable individually on the dependent variable.

6. Coefficient of Determination (R^2)

The coefficient of determination serves to measure the ability of the regression model to explain the dependent variable. According to Ferdinand (2014: 241), if the value of the coefficient of determination (adjusted R^2) is close to one, it shows a large influence of the independent variable on the dependent variable. On the other hand, if the value of the coefficient of determination (adjusted R^2) is close to zero, it indicates a small effect of the independent variable on the dependent variable.

7. Descriptive Analysis

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According to Ghozali (2018: 19), descriptive analysis is an analysis used to analyze data by describing data. The data listed consists of the total value, minimum value, maximum value, and average value. After the average value is obtained, then the scale range is then described to determine the respondent's position by using the score for each variable

RESULTS AND DISCUSSION

On the results of the F test, the results showed that the independent variable electronic word of mouth produced a significance value of $0.000 < 0.05$ and the calculated F value was 7.663 > F table 2.70, which means that there is an effect of the independent variable electronic word of mouth simultaneously on impulse buying. Therefore, it can be concluded that the independent variables of the dimensions of intensity, opinion valence, and content can be used to predict the dependent variable of impulse buying.

Based on the results of the t test that has been carried out, the intensity shows that the intensity dimension independent variable produces a significance value of $0.112 > 0.05$ and a t count value of $1.605 < t$ table 1.985, which means that the intensity has no effect on impulsive behavior.

The content shows that the content dimension independent variable produces a significance value of $0.294 > 0.05$ and a t count value of $1.056 < t$ table 1.985, which means that the independent variable of the content has no effect on impulsive behavior.

Based on the results of the t-test that has been carried out, on the X variable the opinion valence dimension shows that the independent variable opinion valence dimension produces a significance value of $0.012 < 0.05$ and a t-count value of $2.557 > t$ table 1.985, which means that the independent variable opinion valence dimension has a positive effect against impulsive behavior.

The results of this study proved to strengthen the theory of stimulus response used in this study. Communication is a simple action-reaction process. This study uses the stimulus response theory which is an action-reaction process due to a stimulus or stimulus that occurs to produce a reaction or response. In this study, the stimulus is electronic word of mouth while the response or reaction is in the form of an impulse purchase. Electronic word of mouth (e-WOM) is one of the promotional mix used in marketing a product or service online. E-WOM plays an important role in helping customers make online purchasing decisions by considering the risks involved. Information obtained from other people will increase consumer trust to make online purchasing decisions.

CONCLUSIONS

Based on the results of the tests and analyzes that have been carried out in the previous chapter, the research entitled "The Effect of Electronic Word Of Mouth on #Racunshopee on TikTok on Impulsive Purchases of Fashion Products by Teens in Kelapa Gading Barat", the following conclusions can be drawn:

The intensity of e-WOM on #RacunShopee on TikTok does not affect the impulse buying of teenage fashion products in Kelapa Gading Barat

The e-WOM content on #RacunShopee on TikTok does not affect the impulse buying of teenage fashion products in Kelapa Gading Barat.

The valence of e-WOM opinion on #RacunShopee on TikTok affects the impulsive buying of teen fashion products in Kelapa Gading Barat.

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